

The Carbon Chronicle

VOLUME 36: No. 39

ACME, ALBERTA THURSDAY

OCTOBER 24th, 1957

\$1.50 a Year; 5c a Copy

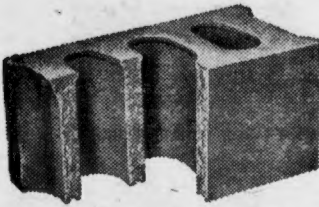


All Carbon and District citizens who are able to do so are urged to donate blood at Linden in the Church of God in Christ 1 to 3 p.m. on Tuesday October 29th or at Beiseker in the Memorial Hall from 6 to 9 p.m. on Oct. 29th.

The Clinic is being held at Linden rather than Acme this



.. the Super
Concrete Block



EASY TO LAY

The mortar bed is fully as wide as those provided by straight-web blocks, but many pounds of unnecessary weight are eliminated by the scientific tapering of the webs. Korpak blocks are easier to handle.

TOEWS Building BLOCKS
PHONE 2712 LINDEN

MILCH COW FOR SALE—
One Purebred Holstein Milch
Cow, now milking. \$200.00.
—Apply Otto Martin, Carbon.

FARMERS—
INSURE YOUR GRAIN
New Low Rate
S. F. TORRANCE
Resident Agent

FOR SALE—One 3-roomed
House and two lots on the hill
by J. Flaws. Part cash or will
trade for wheat. Easily moved.
Price \$600.00.
—Apply Bill Bugovich, Carbon
Hotel.

THE CARBON CHRONICLE
Mrs. Harry Hunt, Editor
George Wheeler, Publisher
Published every Thursday
at Acme, Alberta

Authorized as Second Class Mail
by the Postal Department
at Ottawa

MEMBER OF THE C.W.N.A.
Subscription—\$1.50 yr. Carbon

For Real Comfort
STAY AT
HOTEL ROYAL
CALGARY

Convenience and Comfort
at Reasonable Rates



time as the hall was not available as Tuesday is the date of the United W.A. Annual Fowl Supper.

Neighbors and friends have really been called to help out on the farms of Stewart Hay, Vic Luft, George Appleyard and Hugh Isaac who have all had the misfortune to be in hospital through sickness, and accidents, but through the kindnesses and getting together of all these farmers and friends, the work has all been done. We understand a little more work on the Luft farm has to be done weather permitting. We wish all these patients a very speedy recovery.

FIRST AID CLASSES START OCTOBER 28th.

First Aid Classes will be held in Carbon starting Monday Oct. 28th at 7:30 p.m. in the Legion Hall. An instructor will be in attendance from Drumheller each week until the completion of the course.

First Aid is an asset to the home and to the community, and as many as possible are asked to take advantage of this opportunity of learning how to give assistance to an injured person.

For further information contact A. McArthur or Les Bramley.

Hospital patients this week include Stewart Hay in Holy Cross; Doris Bramley and Vic Luft in Calgary General; Steven Goacher in Three Hills, and Robert Metzger, Hugh Isaac, Mr. Raiser, Robin Hunt, Douglas Appleyard, George Appleyard, Melvin Poole and Ole Hermanson in Drumheller hospital.

Mrs. Mary Milligan is visiting at the home of her daughter and son-in-law, Mr. and Mrs. Dale Poxon. Mrs. Dale Poxon returned home Wednesday with her baby son.

Stewart Hay underwent an operation on his knee last weekend in Calgary.

Don't forget the I.O.D.E. Dance Friday Nov. 8th in Carbon Scout Hall.

Mrs. Amy McLeod was a weekend visitor in Calgary.

Of special interest to local TV viewers will be two programs on consecutive Tuesday evenings at 10:30 p.m. Oct. 29 and Nov. 5th.

CHCT—TV sent a team to Denver, Colorado to give a complete coverage of the back-

ground of W.R.D.C. Modification Co. and their parent organization in the U.S.A. in the interests of the hail suppression experiment undertaken in Alberta.

Hon. L. C. Halmrast, Minister of Agriculture, visited Denver last October and gave a very enthusiastic report at meetings locally, in Edmonton and Ottawa on what he saw.



EITZEN—WILSON

Mr. and Mrs. Ernie Wilson wish to announce the engagement of their daughter Donna Rae to Mr. William J. Eitzen, son of Mr. and Mrs. Jake Eitzen of Acme. The wedding will take place November 16th at 7:30 p.m. at St. John's Church, Acme. Reception will be in Lodge Room. Everybody welcome.



HALSTEAD—HECKTOR

A very pretty wedding was solemnized October 18th at 3 p.m. when Darleen Hecktor, oldest daughter of Mr. and Mrs. Martin Hecktor and Lloyd Halstead, youngest son of Mr. and Mrs. Leo Halstead were united in marriage. Rev. Hutten officiated.

The bride entered the church on the arm of her father in a floor-length dress of lace and net, flowing veil, carrying red roses.

Jenette Hecktor attended the bride in a cocktail length

CARD OF THANKS

My heartiest thanks to all my friends for cards, letters, gifts and visits while I was a patient at the Hospital. Also many thanks to all those people who have called or sent goodies to the house while I was in Hospital and since my return home.

Grace I. Garrett.



gown of rose net and carried a nosegay.

Richard Garrett attended the groom. Walter Perman, the soloist sang "The Wedding Prayer" and during the signing of the register, "I'll Walk Beside You". Mrs. Torrance was the organist.

The reception was held in

the Carbon Scout Hall with 60 guests present. Open House followed at the home of Mr. and Mrs. Hecktor. Later the bride and groom left for Great Falls and points in the U.S.A. On their return they will reside on the Halstead farm at Carbon where the groom is engaged in farming.



OPPOrtunity
DAY
OCT. 29TH

THAT'S THE DAY YOU MAY RENDER
A MOST VALUABLE SERVICE TO
YOUR COMMUNITY & TO MANKIND
BY ATTENDING THE

Red Cross Blood Donor Clinic
AT LINDEN 1 TO 3 P.M.

IN THE BASEMENT OF THE
CHURCH OF GOD IN CHRIST
AND IN

BEISEKER MEM. HALL
6 TO 9 P.M.

EVERYONE IN GOOD HEALTH IS NEEDED—DON'T CLOSE YOUR EYES TO THIS DEED OF MERCY—GIVE THAT OTHERS MAY LIVE.



FOR CLEAN, DEPENDABLE HEAT

AT LOWEST POSSIBLE COST



SYD N. WRIGHT, Carbon

NEIGHBORLY NEWS

A CBC program aired every Sunday morning
At 10:00 Central Daylight Time

PREPARED BY C. F. GREENE

SEPTEMBER 29, 1957

Good morning, neighbors:

If you are not having much luck at duck-shooting this fall, the Westlock News, Alta., possibly suggests that a good dog will help when it tells this story. On his return from a trip to the country, a hunter met a friend who inquired if he'd had any luck. Rather embarrassed, the hunter replied, "Well, I actually shot only

eight, but my dog brought back 30.

Turning from wild to domestic game—the Kinistino Post, Sask., announces: A turkey supper with all the trimmings—and no help from the women! That's the word that comes from St. George's Church where the men have decided that they can put on a turkey supper every bit as well as the ladies—and as you no doubt know, the W.A. have built up quite a reputation for their sumptuous repasts. Actually, word had sneaked out that the Anglican men were a bit doubtful of their culinary skill, but Charlie Codd, who was a chef of some note in the Army, gave them the old pep talk, and now they're quite boastful about their ability in this fine art.

Something to boast about is a large vegetable. Here are the season's biggest to date, as noted in your weekly papers. In the Rimbey Record, Alta.—a three pound, six and a half potato, dug up by Martin Blondin. In the Canora Courier, Sask.—a pumpkin weighing 69 pounds, grown by Fred Osachoff. In the Kinistino Post, Sask.—a 17-pound cabbage pulled up by Mrs. Cecil Hobbs—and a nine pound turnip uprooted by young Barry Chytky. Then to somewhat more indigestible vegetables—in the Delburne Times, Alta., a three pound radish from the garden of Mrs. A. Fedorishen—and in the Esterhazy Observer, Sask., a three pound cucumber from the garden of Mr. and Mrs. A. Ponscok in the Stockholm district.

Incidentally, neighbors, a letter from Mrs. E. Sletmoen of Rainy River, Ont., (which is not in this program's territory) tells us that she had a cucumber this year which weighed no less than four and a quarter pounds.

That's an unusual weight—and an unusual event occurred in the Vita district, Man.—according to the Carillon News, which reports: Dr. Waldon recently had an unusual experience. He received a call to a farm home the other night and was surprised upon his arrival to find the house in complete darkness and no one around. He thereupon decided to return the following morning. He did so, and was even more amazed to find the house burned to the ground.

Dr. Waldon, who has brought many, many babies into this world, will be interested in this little news item in the Saskatchewan Valley News. The other evening, Mr. and Mrs. Norman Ediger of the Drake district started out for home after visiting in the Tiefengrund district. The following day Mrs. Ediger phoned her parents, Mr. and Mrs. John R. Friesen, from Saskatoon St. Paul's Hospital, saying that they had not made it. Her mother asked whether they had had car trouble. The reply was, "No, but we have a baby boy."

Now that we've mentioned a birth—we must mention birthdays. Celebrating noteworthy ones recently were Mrs. Anna Glenn of Naco, Alta., 90—James Ramsay of Macgregor, Man., 90—T. E. Pye of Red Deer, Alta., 90—Richard Williams, senior, of Melita, Man., 91—Mrs. J. N. Coolidge of Saskatoon, 91—Mrs. D. A. Shaw of Macgregor, Man., 92—Mrs. Low and Mr. Robert Nurse of Eston, Sask., both 93—Mrs. Janet Wilson of McAuley, Man., 94—and Mrs. J. Sigurdson of Grandview, Man., 95.

These fine oldtimers will appreciate a comment in the Humboldt Journal, Sask., which reads: The closing of George Stokes' Harness Shop marks what must almost surely be the end of an era . . . It must cause those older citizens to wipe a nostalgic tear from their eye as they recall many pleasant memories of the days associated with Old Dobbin.

Oldtimers in their pioneer days may have seen quite a few of these little animals mentioned in the Wakaw Recorder, Sask., which tells us that a nice friendly little skunk has made itself at home on the farm of Mr. and Mrs. J. J. Weixel. He has been seen early in the morning on the back step enjoying the cat's breakfast of milk and bread, while the cats just sit and watch.

A building contractor in Brandon, Man., probably sat and watched for the return of a cer-

pioneer, made her first trip west by stage coach in 1885. She has just travelled by air from Regina to Dimsdale, Alta.—remarking on the absence of rats, badger holes and lame horses—which she experienced in the stage-coach days.

Another relic of years past appears in this news item in the Yorkton Enterprise, Sask. Cecil Straker of the Waldron district is a third generation auctioneer which, in itself, is nothing remarkable. But the auctioneer's hammer he wields and prizes, is a piece of silver craftsmanship that is exquisite down to the minutest detail of workmanship. This sterling silver auctioneer's hammer was presented to Mr. Straker's grandfather, James Straker, by his office staff "upon his appointment as mayor of Abergavenny, Monmouthshire, England, on November 9, 1903,"—so the inscription on one face of the hammer still clearly reads.

England is mentioned in this news item in the Lloydminster Times, in its report that Mr. and Mrs. S. T. Phillips formerly of Lloydminster now in British Columbia, recently celebrated their 60th wedding anniversary: they were married in Bolton, Lancashire, England. Also celebrating their 60th wedding anniversary recently were Mr. and Mrs. Ed Rogers, also now in British Columbia: they are former pioneer residents of Macgregor, Man.

And speaking of years, the Camrose Canadian, Alta., notes

Stop and go— As indicated

Children can be trained to obey traffic lights and signals but such training may be useless if adults or older children who accompany the youngster do not set a good example. If Mummy or big sister dashes across against the red light, Junior will see no reason why he should not do the same when he is alone. He may not be lucky enough to make the crossing safely.

that when Mrs. Hattie Simonson of Sioux Falls, South Dakota, came to Camrose last week to visit her brother, Alex Johnson, now a resident of Camrose, it marked the first re-union between sister and brother in 57 years.

For the week's smile, we pass on this one from the Kamsack Times, Sask. We all know, it says, that packaging has become a highly important aspect of merchandising. Here's a new angle, which might appeal to you. An elderly man who lives in a neat cottage on the outskirts of a city fills a box daily with his garbage of table scraps and old cans, wraps it attractively and places it on the shoulder of the highway in front of his dwelling. "I've seen many a car stop, pick up the box and high-tail it down the road," he chuckled, "and I haven't had a box returned yet."

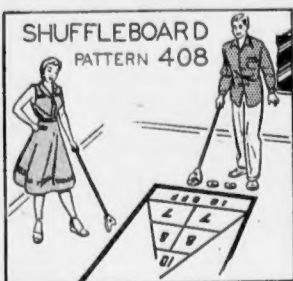
Good morning, neighbors and keep smiling.



IN THE HOME
WORKSHOP
with RUTH WYTH SPEARS

Shuffleboard

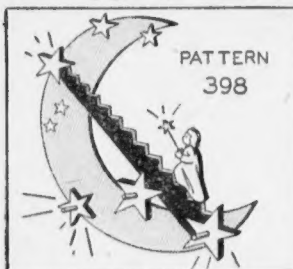
Shuffleboard is an old favorite among indoor games. It is easy to lay out a permanent court on the rumpus-room floor or the porch. If such space is not available the court may be painted on canvas



to be rolled up and brought out as wanted. Pattern 408 gives dimensions and directions for making the court, disks, cues and score board. The pattern also gives directions for making the gadgets used in two other indoor games. If you are an indoor game fan, you may want to order the rumpus-room game packet containing five patterns each with directions for one big game and two small games. Price of packet is \$1.75.

Skyway shelves

Skyway shelves are brightened with luminous paint and an angelic child is mounting upward. Pattern 398, which gives actual-size cutting guides, and directions,



is 40c. This pattern also is included in packet 34 which contains actual-size guides for eight jigsaw projects—the largest a what-not 44 inches high. All for 1.75. Orders less than \$1 add 10c service charge.

Send orders to:

Home Workshop Patterns,
Department P.P.L.,
4433 West 5th Avenue,
Vancouver, B.C.

To Relieve Torturing ITCH OF ECZEMA

Try This Easy Way Tonight

Stop in at your druggist and ask for a small original bottle of MOONE'S EMERALD OIL. Apply liberally at bed-time and get real relief in double-quick time. No matter what you may have tried, there's nothing quite like EMERALD OIL. Inexpensive and sold at all drug stores.

How To Hold FALSE TEETH More Firmly in Place

Do your false teeth annoy and embarrass by slipping, dropping or wobbling when you eat, laugh or talk? Just sprinkle a little FASTEETH on your plates. This alkaline (non-acid) powder holds false teeth more firmly and more comfortably. No gummy, gooey, pasty taste or feeling. Does not sour. Checks "plate odor" (denture breath). Get FASTEETH today at any drug counter.

YOU CAN SLEEP TO-NIGHT

AND RELIEVE NERVOUSNESS
ALL DAY TO-MORROW!

SEDICIN tablets taken according to directions is a safe way to induce sleep or quiet the nerves when tense.

SEDICIN \$1.00-\$4.95
Drug Stores Only!



"With a more
powerful engine
you need
a more powerful
anti-freeze"

only "PRESTONE" BRAND ANTI-FREEZE
has all the protective power your engine needs

You're wise to listen to your garage or service station man when he recommends "Prestone" Brand Anti-Freeze. He gets the full picture of today's cars—realizes fully how more powerful engines make more demands on cooling systems—sees what it means in costly repairs if the least thing goes wrong. He knows that in addition to the freeze-up protection anti-freeze gives you, your car needs the complete Winter protection that only "Prestone" Brand Anti-Freeze provides.

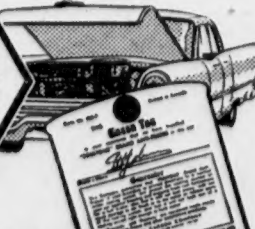
Trouble-free Winter driving depends on nothing stopping the flow of anti-freeze

through the cooling system. With "Prestone" Brand Anti-Freeze nothing will. No particles of rust will clog it . . . no corrosion to cause leaks . . . no deterioration to impair the efficiency of the water pump. Special inhibitors end all these risks—plus a unique Polar Film which coats every part of the cooling system, seals it against rust and corrosion. And a special anti-foaming ingredient makes sure that the anti-freeze will not foam out of the top of the radiator.

So insist on "Prestone" Brand Anti-Freeze—the sure way to trouble-free Winter driving.

LOOK HERE

There's only one way to be sure that you have "Prestone" Brand Anti-Freeze in your radiator. Look under the hood for the guarantee tag. If it's not there, ask why not. There's only one "Prestone" Brand Anti-Freeze. Insist on it . . . and you can get it . . . anywhere.



FREEZE-UP
PROTECTION
Plus
ANTI-CORROSION
ANTI-CLOGGING
ANTI-FOAMING
ANTI-RUST

"Prestone", "Eternity" and "Prest" are registered trade marks
NATIONAL CARBON COMPANY
DIVISION OF UNION CARBIDE CANADA LIMITED
TORONTO

MORE "PRESTONE" ANTI-FREEZE IS SOLD THAN ANY OTHER BRAND

Coast-to-coast uniform traffic laws

By SIDNEY J. WILLIAMS
Chairman, National Committee on Uniform Traffic Laws and Ordinances; Assistant to the President, National Safety Council

Police, courts, driver license and other public officials are handicapped and sometimes helpless without reasonable, effective traffic laws and ordinances. The motorist who crosses state and city lines—and who doesn't?—is confused, irritated and endangered where laws are conflicting. The

driver's frequent excuse "What I just did is legal at home" is hard for a police officer or judge to ignore. Nationwide uniformity on such essential items as the rules of the road would make easier the task of driver education both in high schools and for the general public.

Federal traffic laws have been advocated but this approach has received no serious support because it would require an army of federal enforcement officials. The slower but surer approach is

POISONS IN THE HOME

To a youngster, a bottle containing cleansing fluid, fuel oil, bleach or other dangerous liquid, is an invitation to drink it. Warning labels, which he may not be able to read, are no deterrent. Therefore, all poisonous substances should be kept locked up or out of the reach of children.

through voluntary action by states and cities.

Just 30 years ago the Uniform Vehicle Code was formulated by a large joint committee representing all official, civic, business and other groups concerned, and has served ever since as a model for state legislation. It is periodically reviewed and brought up to date. It is supplemented by the Model Traffic Ordinance for cities. More recently, several states have authorized preparation of a state model traffic ordinance which any city can then adopt "by reference", that is, without the expense of printing the entire ordinance in a local newspaper. The state model is closely geared to the traffic laws, constitution and judicial decisions of the particular state.

The hopeless tangle of conflicting traffic laws that existed 30 years ago has thus been largely corrected, but not entirely. The reason? Mostly inertia; to amend any law takes positive pressure, from the governor, from influential legislators, or from opinion—preferably all three. Then there is a big element of local pride; "We worked out our law to suit our own conditions and don't need any outside expert to tell us what to do."

Equally needed is uniformity in highway signs and traffic signals. For these an excellent standard is available in the Manual of Uniform Traffic Control Devices which also was developed by a joint committee of officials and others concerned. Most state highway departments follow this standard but many counties and cities, particularly the smaller ones, still have signs that are antiquated, hard to see and to read, and of all conceivable shape, colors and designs.

The national agencies that have been vigorously promoting uniformity have found that the only way to get results is to stimulate interest on the part of local officials and civic groups. They, and only they, can get up to date, uniform laws, signs and signals—if they will make the necessary effort. They can get plenty of help, if they want it, from the insurance companies and organizations, the National Safety Council and others.

Uniform laws will make safe driving easier for all of us.

Observations of a sightless salesman

A few weeks ago I had the opportunity of touring a large section of Saskatchewan in company with an experienced advertising salesman. As we visited business places after business place I was continually making mental notes regarding the attitude of the business people toward clubs and organizations. In almost every community we found that even the smaller towns and villages were over-organized and the demands on the representative of the general public—namely the business people—were too numerous. Almost invariably I would suggest to the donors that they should inquire as to what was being done with the money that was being contributed. As my interests are with the sightless I would like to ask the following questions: Is the public informed regarding the conditions among sightless people today? Do we consider that the Blind Pensions are adequate to supply the cost of living necessities? Is it good business to donate money without knowing what is being done with it? Does the public know that only a very small percentage of the money subscribed to help the Blind is used for that purpose? Has the public been made aware of the fact that the Canadian Federation of the Blind is the only organization of Blind People in Canada whose main purpose is to see that the Blind is adequately cared for?

The writer would consider it an act of courtesy if interested persons would contact the National Secretary Mr. E. R. Powell at 210 Northern Crown Bldg., Regina, Sask., or Mr. C. A. Pettapiece, Honorary President of Prince Albert, to ascertain the true conditions regarding Blind Welfare in Canada.

WATCHING FOR TROUBLE

The driver who backs his car or truck should always make sure that there are no children near the rear of the vehicle. A toddler won't be visible in the rear view mirror if the child has wandered close to the back wheels. When children are seen playing on the street, extra alertness is called for on the part of the driver, and slowing down when near them, since a sudden impulse may take the youngsters into the road and into the path of the car.

INVESTIGATE
If you don't believe Civil Defence has a definite plan for H-bomb disaster, investigate—you'll find that it does.

SHOP LOCALLY

Newest slip covers



by Alice Brooks

Does your room need a new look? Rejuvenate your chairs, sofas with fresh slip-covers—easy to make with these clear step-by-step directions!

Instructions 7168 has step-by-step directions for making slip covers for chairs, sofas.

Send thirty-five cents in coins for this pattern (stamps cannot be accepted). Print plainly Name, Address, Pattern Number.

Send order to:

Household Arts Department,
Department P.P.L.,
60 Front Street, W., Toronto

A bonus for our readers: two FREE patterns, printed in our new Alice Brooks Needlecraft Book for 1957! Plus a variety of designs to order—crochet, knitting, embroidery, huck weaving, toys, dolls, others. Send 25 cents for your copy of this needlecraft book—now!

Basic beauty PRINTED PATTERN



4756
SIZES
12-40

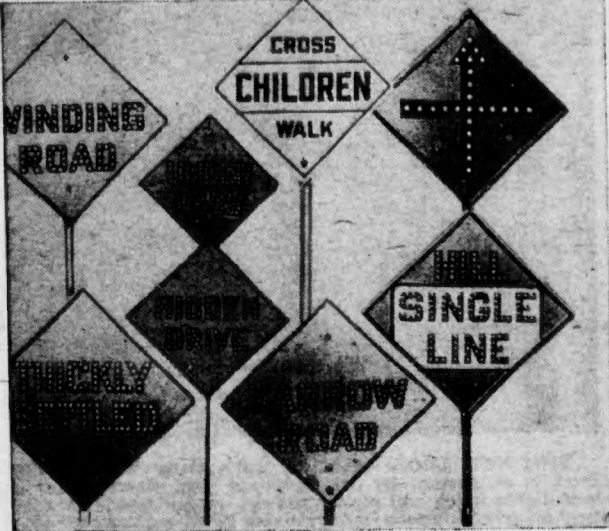
by Anne Adams

Basic beauty—the star of your wardrobe! Sew 3 sleeve versions of this shirtwaist dress—it's easy, with our PRINTED Pattern. Have it in cottons, linens for daytime; glamorous silks for dressy occasions too!

Printed Pattern 4756: Misses' Sizes 12, 14, 16, 18, 20; 40. Size 16 takes 4 yards 35-inch fabric. Printed directions on each pattern part. Easier, accurate.

Send forty cents (40c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Anne Adams Pattern Dept.,
Department P.P.L.,
60 Front Street, W., Toronto.



The highway map . . . a spider web of confused traffic laws?



Traffic signs and signals should be uniform everywhere.



This signal is legal at home, is it accepted here?



All highways should have uniform guide lines.



Is the out-of-state driver really to blame?

Canadian Weekly Features

Long distance telephone facilities to be increased

Buildings with complex electronic equipment and masts with dish-like antennae providing microwave links between Regina, Weyburn and Estevan, and Regina, Melville and Yorkton, will be constructed for Saskatchewan Government Telephones to increase long distance facilities in these areas, Hon. C. C. Williams, minister-in-charge, announced.

"Initially the links will be for telephone purposes only. They will provide 24 telephone circuits between Regina and Weyburn, another 24 circuits between Regina and Estevan, as well as 36 circuits between Regina and Yorkton, with provision for tap-off at Melville if required later. Equipment is designed to carry a maximum of 120 telephone circuits between the terminal ends of these routes and new carrier equipment will be installed to build the initial installation up to these maximums as the demand warrants," Mr. Williams said.

"Microwave towers now in existence at Regina, McLean, Sintaluta, and Grenfell, will be utilized and new guyed masts will be erected at Melville, Yorkton, south of Milestone, at Weyburn, east of Midale and at Estevan. Equipment buildings are to be constructed at each new site."

According to Mr. Williams, provisions to carry video (TV) is not being made at present. However, general engineering of the route, tower height, tower strength and floor space in buildings are such that equipment can be added later should Saskatchewan Government Telephones be required to carry TV network programs to future TV stations in any of these communities.

Highest mast will be constructed at the repeater station near Milestone with a height of 420 feet. All masts will be wire guyed and will be painted with international markings and carry aircraft warning lights.

CNR locomotive helps heat city

While Canadian National Railways' steam locomotives will soon be a thing of the past in Western Canada, Brandon has every reason to be thankful that some of them are still available. Recently, Brandon requested the CNR to provide a steam locomotive to help in an emergency.

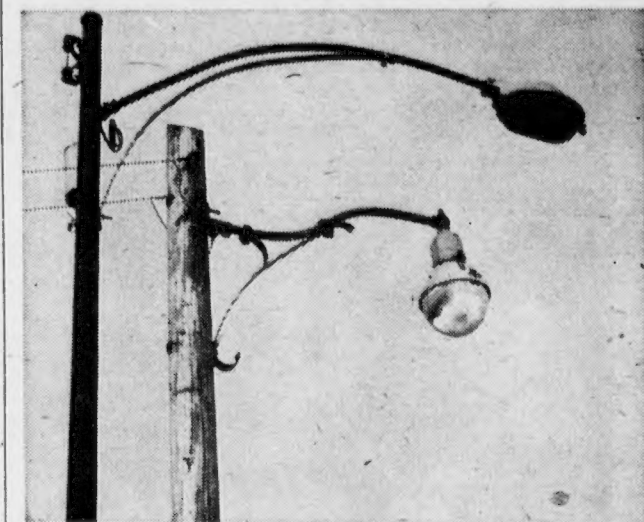
Due to a terrific explosion, which wrecked the Brandon Steamheat Users' Co-operative, a number of office buildings and other properties in downtown Brandon were without heat.

The CNR placed a steam locomotive at the rear of the damaged plant to serve as an emergency boiler. Steam heat is being piped from the engine through the plant's main distribution line to the heatless buildings downtown.

Don't give up—give a little time to Civil Defence.

Work will commence immediately and is expected to be completed by April, 1958. Total cost of the project is expected to be in the neighborhood of three-quarters of a million dollars.

(The Times, Wetaskiwin, Alta.—July 31, 1957)



THE NEW LOOK for street lights along Wetaskiwin's Main Street is emphasized by the sleek new steel standards for the 39 street lights which will replace the old wooden standards and lights along 50 Avenue. These mercury vapor lights require only 400 watts and give off twice the illumination of the older type used heretofore which were all 500 watt fixtures. The new fixtures will take over their duties in about two weeks, when the lights in present use are re-located in the city.

A NEW KIND OF HALLOWE'EN

What is a UNICEF Hallowe'en?

It's a gay time of games, dancing, apple-bobbing, knocking at neighbour's doors—all the traditional young doings on this last night of October. But it's fun with a purpose! Instead of asking for the old-fashioned "Shell Out", Canada's youth this year will collect pennies, dimes, quarters, dollars even, and turn these gifts into central UNICEF headquarters. From there, this money will go to help thousands of hungry, sick, underprivileged children who live in the far corners of the world and who seldom have the opportunity or the health to enjoy such festive pranks as mark our Hallowe'en.

UNICEF stands for the United Nations Children's Fund, which, with the unanimous agreement of all countries represented in the United Nations, has undertaken the gigantic task of assisting underdeveloped peoples and areas in their fight against disease, malnutrition and ignorance.

"Shell Out for UNICEF" first captured the imagination and generosity of Canadians of all ages some two years ago; it has grown rapidly since. Last Hallowe'en no less than \$42,000 was collected in the nation-wide program; some 750 local groups, big and little, joined in the effort and at the same time reported having a wonderful time! With all this experience and with the swift spread of the idea to other communities and clubs and with the awareness of the practical use to which this

collected money is put, it should be possible to roll up a giant gift of \$100,000 for UNICEF in 1957. Won't you join in the fun too—and help one of the truly great causes of our modern world?

What will it do for your community?

A UNICEF Hallowe'en can offer benefits for every sponsor, every participant. It brings out the group spirit at its best, unites adult supervision with the zestful interest of the children and teenagers—and all for a constructive purpose.

How to organize. Any existing club or group can form the nucleus; even two or three teen-age friends can be a good starting point. When you have agreed that you would like to do your bit for UNICEF, contact your (see coupon attached). Tell what your organization is and how big your active group will be. You will be sent tags to identify your collectors, stickers for your collection boxes, as well as material that can be used effectively for local publicity and interesting pamphlets setting forth the scope of UNICEF's work around the world. Remember, it's important for all participants in this special Hallowe'en program—even the youngest children—to understand what UNICEF is and does. All monies collected should be sent in the form of a cheque or money order to your Provincial Representative—wherever you obtained your supplies.

Be sure to let your local paper know how much money your group collected. All the friends and neighbours who "shelled out" will be eager to learn the result of your fine project.

If you are a grown-up. You can help by giving leadership to children's groups; seeing that they are properly equipped with tags and collection boxes, and also that they make their rounds under supervision, never alone. Ask some of the parents to join you in putting on a party for the young people that evening, this year they will have earned a special treat! Have inexpensive prizes for the best costumes. Or you might like to specify beforehand that children come in costumes typifying various countries in the United Nations.

But even if you can't take on a supervisory job on the big night, do be ready to "Shell Out for UNICEF" when you hear a knock at your door.

If you are in school. Make this upcoming Hallowe'en a spectacular—in a new way! Get your school friends interested in "Shell Out for UNICEF", appoint a committee, organize a canvass in your locality, AND have a big party afterwards! Consult your teacher or Principal about the time, place and other details. If your particular group is affiliated with a religious congregation, discuss your plan with minister, priest or rabbi; he's bound to be interested. Tell all your friends about this new kind of Hallowe'en... show them this item... and start the ball rolling early!



TEAR OFF AND MAIL

SASKATCHEWAN
UNICEF Committee
3223 Westgate Ave.,
Regina, Saskatchewan.

MANITOBA
UNICEF Committee
223 Curry Building,
Winnipeg 2, Manitoba.

ALBERTA
UNICEF Committee
8730-119th St.,
Edmonton, Alberta.

BRITISH COLUMBIA
UNICEF Committee
280 Bloor St. West,
Toronto 5, Ontario.

Check information desired

..... Please send me further information about UNICEF and a "Shell Out" planning kit.

(Date)

..... Please send me a "Shell Out" planning kit and materials for..... participants.

NAME.....

ADDRESS.....

ORGANIZATION (if any).....

Above materials are sent without charge.

LARGE QUOTA

In the crop year just completed Canada had a quota of 99,700,000 bushels under the International Wheat Agreement, but sold only 88,000,000 bushels to IWA countries.

Waist sizes to 46
PRINTED PATTERN

4673
WAIST
30"-46"

by Anne Adams

PRINTED Pattern — a skirt that's s-o-o flattering to the larger figure! A lovely variation of your favorite 8-gore style; simple to sew, tab detail optional. Ideal for faille, linen, wool!

Printed Pattern 4673: Women's Waist Sizes 30, 32, 34, 36, 38, 41, 43, 46 inches. Size 30 requires 2½ yards 39-inch fabric.

Printed directions on each pattern part. Easier, accurate.

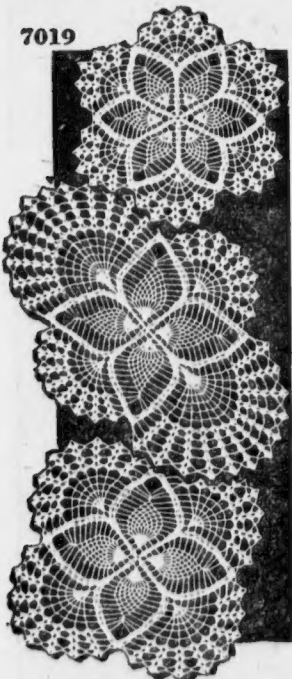
Send forty cents (40c) in coins (stamps cannot be accepted) for this pattern. Please print plainly Size, Number, Address, Style Number.

Send order to:

Anne Adams Pattern Dept.,
Department P.P.L.,
60 Front Street, W., Toronto.

One-a-day doilies

7019



by Alice Brooks

Need a last-minute gift? Here it is! It takes less than a day to crochet each of these dainty pineapple doilies.

Pattern 7019: directions for crocheting three doilies — 9-inch round, 9-inch square, 9½ x 14 oval in No. 50 cotton.

Send thirty-five cents in coins for this pattern (stamps cannot be accepted). Print plainly your Name, Address, Pattern Number.

Send order to:

Household Arts Department,
Department P.P.L.,
60 Front Street, W., Toronto

A bonus for our readers: two FREE patterns, printed in our new Alice Brooks Needlecraft Book for 1957! Plus a variety of designs to order—crochet, knitting, embroidery, huck weaving, toys, dolls, others. Send 25 cents for your copy of this needlecraft book—now!

Editorials

from

Canadian Weekly Newspapers

(These are not necessarily the views of the editor of this paper)

Look and don't leap

(The News, Indian Head, Sask.)

Parents being pretty well useless these times, what with the influence of radio, TV and the teachers on the opening of the new school term, they are inadequate even on simple things—such as instructing their children how to cross the street.

This is no metropolis and possibly never will be, but it is quite possible here to bungle into a busy truck on our main street, or forcibly encounter a car by crossing the street in any old fashion. Indeed the likelihood of this occurring exists here every day. The risks are even greater here than in a city, where stop lights govern both vehicle and pedestrian traffic. The difference in size of population is the only thing that keeps the statistics down.

Some youngsters here going to and coming from school have been observed crossing the streets diagonally, instead of the less risky straight-across, and we suppose that only the teachers can impress upon them the danger. The trouble, of course, is that they have seen many adults do it without mishap. Adults, however, seldom cross the streets as part of a chasing game, and therein lies the danger. As The News observed recently, truck and car drivers save many children's lives every day by simple avoidance. Any driver on our streets would welcome a little more care in this matter from our children.

★ ★ ★

It's a teeners' age

(The Enterprise, Yorkton, Sask.)

Many adults have been given to sighs as they inspect the stock market in their daily papers and as they examine their bank balances when they receive their monthly statements. Not so with the teen-agers according to The Monetary Times:

"Next time you hear someone ask 'What's this younger generation coming to?' see if you don't detect a note of envy.

"If the teeners of Vancouver are any criterion, the 'younger generation' is going places, and going fast. According to a national report which came to light when tax-time rolled around, last year's income for a group of 1,000 students was \$550,000.

"It seems that several students had so much spending money they had to seek assistance of their teachers in making out their income tax returns.

"According to a report released at a meeting of the British Columbia Teachers' Federation convention, one student filed a return for \$3,300.

"The survey showed also that students spent \$464,000 in one year on everything from hair dressing to automobile maintenance."

★ ★ ★

A fair idea

(The Times, Morden, Man.)

Ever since this country was first settled during the latter part of the last century, one of the biggest events of the year in most centres has been the annual fair. There are few who will not recall the excitement, the noise, the thrills and the strange sights that we looked forward to so eagerly as children. The few who will not have such recollections are probably young Mordenites as it is some years since we have had a fair in this town.

This fact is undoubtedly regrettable because of the many values that we are thereby lacking. However, although some may not realize it, we do have a fair. It is held annually at Winkler under the sponsorship of Stanley Agricultural Society, with this year's event scheduled for Thursday, Sept. 5th. It is "ours" though, only in the sense that it bears the name of the municipality within whose borders we are located. It has seldom, if ever, received much support or interest from the west end of the municipality or from Morden. We mention these facts in the hope that some of our readers may become interested.

★ ★ ★

Salute to the champs

(The Empire Advance, Virden, Man.)

Honor was brought to Virden and to Manitoba at the end of last week when the Virden Oil Dome All Stars team won the P.O.N.Y. championship of Canada. The lads retained the title for Manitoba since last year the championship was won by Winnipeg lads.

Members of the Oil Dome All Stars, boys from Virden and district, are worthy holders of the Canadian championship since not only are they first rate baseball players, they are also exponents of good sportsmanship.

To the team, to Sports Director Laurie Artiss, to Virden Sports Booster Club and to all who have supported and assisted the lads, go the congratulations of the people of this community. The winning of the Canadian P.O.N.Y. championship, like the winning of the Canadian High School Curling championship by V.C.I. lads last winter, has put Virden definitely on the sports map of Canada. Grand going, lads!

Boundary dam project is fascinating

(The Mercury, Estevan, Sask.)

The construction of the big \$40 million dam and electric power plant on Long Creek south of Estevan provides an unusual and fascinating experience for those who may be loosely classed as sidewalk building superintendents.

Usually the progress of erection of a building is viewed at close quarters but this time the scene is distant and therefore unique. If need be one can go to any point on the south edge of the city and watch the mammoth steel skeleton of the power plant being raised piece by piece as the towering crane outlined against the blue of the sky swings the huge beams with accuracy into their proper places to construct the huge cage growing in size day by day on the prairie horizon.

A field glass of course would bring more detail across the intervening mile and one half but that would not alter the unique perspective and one so distinctly delineated.

To the one who craves a closer inspection the way is clear by taking the highway out to the site where courteous commissionaires advise where one can go or cannot go around the busy area. This is not only a service to the visitors but a safety measure which should be fully respected.

Actually the scene at the site is one well worth seeing. There is an excellent look-out on a rise close to the west bank of Long Creek which overlooks the work now in progress in this huge earth construction. It can also be viewed from the east side of the creek where equally high banks rise from the deep valley through the view from the west because of the bend in the watercourse includes a beautiful vista both above and below the dam.

It is fascinating to watch the trucks at work on the dam as they hustle back and forth, each dumping its load of earth or gravel in the proper place. Each dump looks like only a spoonful to be added to the huge mass lying across the valley, but by the thousands they are gradually raising the point of the dam to the desired level and one to be finally surmounted by a roadway stretching from one bank to the other to add another scenic route to the many pleasurable roads in and throughout the river and creek areas of the community.

The whole scene, whether viewed from afar or near, is unusual to the Saskatchewan prairies and has become a tourist attraction to those who are aware of it. Dams or power plants of the size of the Long Creek project are not built every year or as a matter of fact in every decade.

★ ★ ★

Down our street

(The Eagle, Rosetown, Sask.)

Someone once said, "Monkeys is the craziest people." After what happened on Main Street in Rosetown this morning, we are inclined to believe that the author knew more about monkeys than he did about people.

Through the co-operation of the Department of Highways and the Town Council and the business places in Rosetown we are going to have the five business blocks paved.

Early this morning signs were put up informing all and sundry that we could not park in certain places—in particular Main Street.

As we drove to the office this morning (Thursday) there was not one car parked on Main Street. Ahead of us, a car pulled into the curb near the York Hotel. We passed him and parked behind the Eagle Office. Within 15 minutes, the block in question was completely filled with cars—this despite the very obvious signs which said there was no parking.

The result was that the town had to hire a public address system to ask people to move their cars; town employees stood around until cars were moved. And the town lost about three hours.

The upshot was that instead of starting the laying of blacktop this week, we have to wait until Monday of next week.

Personally, we see nothing wrong with monkeys.

★ ★ ★

Spare the youngsters

(The Sun, Grenfell, Sask.)

With children once again on the march to school, motorists are asked to take extra caution when driving in built-up areas. More prone to accidents than any other group, kiddies are no match for a modern automobile.

At sidewalk crossings, at intersections and near the schools, drivers should keep a sharp look-out for youngsters, many of whom will be getting their first introduction to traffic as well as the school room.

And don't forget the kiddies on bikes. Being of an age to obtain a driver's licence, you are credited with having more knowledge of the rules of the road than the young "two-wheelers." It is up to you to anticipate and look out for their sometimes unorthodox and wobbly manoeuvres.

When school children are a part of road traffic, treat them as if they were your own.

The Weeklies say

The Record, Rimbey, Alberta

A MATTER OF TASTE

The new federal government... could make it easier to remove some of the so-called "literature" from news-stands that has up to the present escaped reasonable restrictions by virtue of its Canadian origin. Basically, the matter must remain one of public taste.

—Grande Prairie Herald-Tribune.

THE OIL BONUS

Alberta adults... go to their banks and ask for and receive \$20 just like that. What a pity it is that the government has decided to fritter away such a substantial sum of money.

—Red Deer Advocate.

THESE CHANGING TIMES

We wonder what our youth would be doing today were it not for rock 'n roll... There was a time when a sling-shot or a jack-knife could be seen peeping out of a youngster's hip pocket. Now, it's the long slim handle of a comb we see.

—Rosetown, Sask., Eagle.

A POOR DISPLAY

Certain southern U.S. communities continue to give the Communists great propaganda ammunition. There must be a serious gap in the constitution when the governor of a state can use troops to defy federal (court) orders.

—Barrie, Ont., Examiner.

... AT REASONABLE COST

Many an American traveller is seeking to have as pleasant a vacation as possible with as little expense as possible. Plenty of Canadians must abide by a similar line of reasoning... The visitor to this area who enjoys himself will tell his friends, and many of those friends will follow.

—Atikokan, Ont., Progress.

A NORTHERN VIEW

What is needed is an over-all program for Northern Ontario which in every field of government concern will take into account the basic differences between this area and the small but populous part of the province which is adjacent to Queen's Park.

—Cochrane, Ont., Northland Post.

For nature lovers



7305

by Alice Brooks

Love the woods and woodland creatures? Have them in your home in this picture. Easy embroidery; lovely decoration.

Pattern 7305: transfer of picture 15x20 inches; directions, color chart, also suggestions. Picture is fun to embroider.

Send thirty-five cents in coins for this pattern (stamps cannot be accepted). Print plainly Name, Address, Pattern number.

Send order to:

Household Arts Department,
Department P.P.L.,

60 Front Street, W., Toronto

A bonus for our readers: two FREE patterns, printed in our new Alice Brooks Needlecraft Book for 1957! Plus a variety of designs to order—crochet, knitting, embroidery, huck weaving, toys, dolls, others. Send 25 cents for your copy of this needlecraft book—now!

Canadian Fire Fighting Equipment

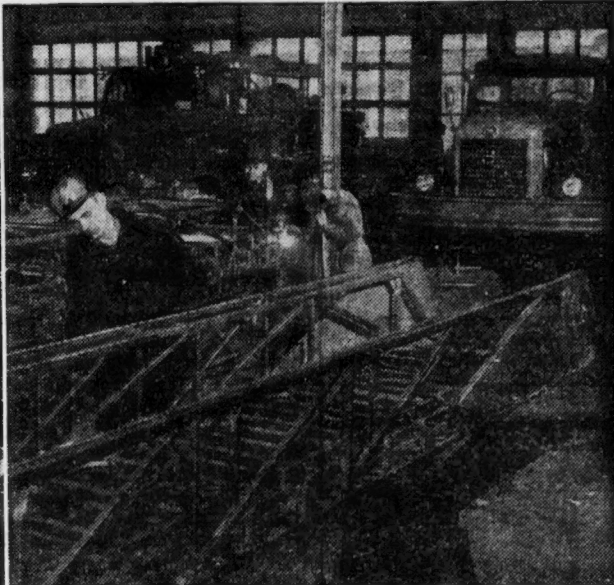
Conquers Ancient Enemy



Not for the squeamish is the job of the modern fire-fighter. He must have the skill of a trapeze artist and the daring of a mountain climber. In order to qualify as a graduate fireman, he must complete an arduous round of

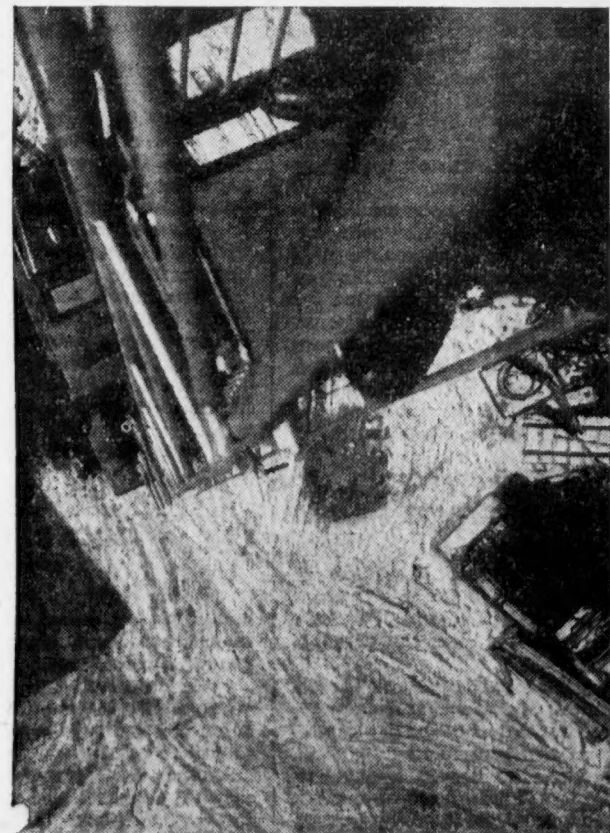
training in the science of modern-day fire fighting methods, salvage work and the all-important rescue operations.

National Film Board of Canada Photos by Gar Lunney.



A wide range of fire-fighting apparatus has been developed since the turn of the century. When London burned in 1666 firemen had only primitive equipment. The first flexible hose was invented in Holland in 1750.

Fire engines have been built in Canada for over half a century. This plant at Pierreville, Quebec, supplies Canadian cities from coast to coast. Last year it built 6 fire trucks for the South American market.



Equally as important as training in fire-fighting techniques is the equipment at the fireman's command. Above, engineer at one of Canada's largest fire engine manufacturers tests aerial ladder before delivery.

Pride of countless Canadian cities and towns is the shiny red fire engine. In many places it is the custom to paint the city's coat-of-arms on the truck. Artist Joe Lajeunesse works on crest for town of Matane.

Civil Defence's dual role in peace and war explained

Civil Defence co-ordinator, J. O. Probe, of Saskatchewan, explained the dual role of his organization in peace and war:

"Created by the modern need to protect whole nations from

war's destruction, Civil Defence has a valuable place in peace as well. It can reduce loss of life and property in any form of disaster, which can strike anywhere, anytime.

This year for the first time, a day—Friday, October 4—has been designated as National Civil Defence Day. This is what comprises Civil Defence:

To meet the threat of war, essentially the same services are required as to offset the threat of destruction from fire, flood, earthquake, tornado, explosion or any other form of sudden and unexpected disaster.

The advantage of Civil Defence in any disaster is that it provides a co-ordination of these services. It enables them, once trained and adequately prepared, to move quickly and smoothly into united action. Efforts are not duplicated. The most is made of every service. Even a little bit, carefully planned in advance, will go a long way.

In Saskatchewan services co-ordinated for action under a Civil Defence director and his staff, acting under advice from planning committees, include:

Police, with volunteer auxiliaries, to maintain law and order;

Firemen, with pre-trained volunteers, to meet additional fire hazards in disaster, peace and war;

Wardens to provide aid, information and leadership directly to the people, on a door-to-door, street-by-street basis;

Health services—doctors, nurses, first-aid specialists and others trained to help—for treatment of injuries and maintenance of community health;

Rescue workers trained to rescue persons trapped in buildings damaged by blast, fire, earthquake, whatever;

Information services to minimize fear and shock reaction by keeping people informed of what is being done to help them;

Welfare services to provide food, shelter and other similar help to the homeless;

Engineering service to help re-

OUCH!

An abscessed tooth is not merely a very painful experience that usually means the loss of the tooth but it may also spread infection to other parts of the body, causing damage to kidneys, heart or other organs. Regular dental care will help to avoid this painful and expensive condition.

Housing for senior citizens

In Canada, more and more housing projects are being established for the accommodation of senior citizens. They are sometimes undertaken by service clubs, churches, municipalities or other groups. The buildings provide individual or double accommodation for aged people who are able to take care of themselves and who wish to have their own home, with its security and privacy. They enjoy having their own possessions around them, and the independence of action they can enjoy.

store public utilities—electricity, gas, water, sewer—to normal;

Radiation monitoring service, in event of atomic war, to let the public know when areas are safe from radiation hazards.

All of these services, already in existence, in Saskatchewan are the basis for a sound Civil Defence organization. Once the preliminary planning is completed, any community with Civil Defence is ready to meet disaster, man-made or natural."

TOWN CREW KEPT BUSY WITH FIRST STAGES OF FALL CLEAN-UP

Street clean-up including the mowing of weeds had occupied most of the town crew's time for the past week, the town engineer reported at the council meeting on Tuesday evening. Railway Avenue had been graded and oiled during his absence on holiday but the work had not been satisfactory and some regrading would be necessary. Several other streets needed oiling and he wished the advice of the committee as to whether the budget would permit any further work of this nature.

Construction services has completed a couple of blocks of sidewalk on 4th St. West, in the neighborhood of the new school. A number of culverts were on hand and would be installed during the coming week.

A leak had been repaired in a lane on the west side of Main St. It had been caused by a truck driving over the shut-off box and breaking the valve. This is a perennial problem, he said, and various devices had been tried in an effort to protect the boxes from

such damage. The latest of these, being tried for the first time at the site of the aforementioned leak is a protective cap fashioned from a used disk blade. He had hopes that this might prove an effective and inexpensive solution.—The Clarion, Kindersley, Sask.—September 5, 1957.

Where's the fire call box?

Everyone should know the location of the nearest fire call box. It may happen that in case of emergency the telephone could not be used and it would be necessary to call from outside the house. Even children, if they are old enough to understand the operation and tall enough to reach the box, should be taught how it works. The local fire station would be glad to explain this to children—and also give them good advice on fire prevention.

Waterfowl migration is at its height in November.

Sew for school PRINTED PATTERN



4586
SIZES
2-10

by Anne Adams

The perfect school fashions, in this Printed Pattern! Summer dress doubles as a jumper; and there's a cute collared style too! Cinch to sew and fit—no waist seams at the back!

Printed Pattern 4586: Child's Sizes 2, 4, 6, 8, 10. Size 6 upper view 2½ yards 35-inch, ¾ yard contrast. Lower 2½ yards.

Printed directions on each pattern part. Easier, accurate.

Send forty cents (40c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Anne Adams Pattern Dept.,
Department P.P.L.,
60 Front Street, W., Toronto

Sure to please!

Easy to make... and sure to please the fussiest appetite! You'll make them often... these light, tender buns with a delicate orange flavor. For finest results when you bake at home, always depend on Fleischmann's Active Dry Yeast!



Orange Blossom Buns

1. Scald
½ cup milk
Stir in
½ cup granulated sugar
1½ teaspoons salt
½ cup shortening
Cool to lukewarm.
2. Meantime, measure into bowl
½ cup lukewarm water
Stir in
2 teaspoons granulated sugar
Sprinkle with contents of
2 envelopes
Fleischmann's Active Dry Yeast
Let stand 10 minutes, THEN stir well.
Stir in lukewarm milk mixture and
2 well-beaten eggs
1 tablespoon grated orange rind

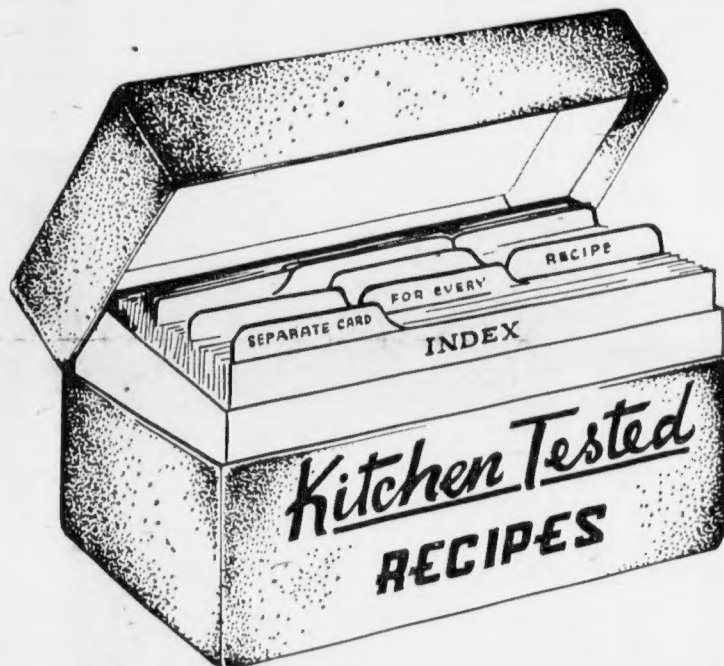
- Sift together and stir in
2 cups once-sifted all-purpose flour
½ teaspoon ground mace
and beat until smooth and elastic.
Work in an additional
2 cups (about) once-sifted all-purpose flour
3. Turn out dough on lightly-floured board. Knead until smooth and elastic. Place in greased bowl. Brush with melted butter or margarine. Cover. Let rise in warm place, free from draft, until doubled in bulk, about 1 hour.
 4. Punch down dough. Halve the dough; form each half into an 8-inch roll. Cut each roll into 8 equal pieces; form into smooth balls. Place in greased muffin pans. Brush with melted butter or margarine. Cover. Let rise until doubled in bulk, about 1 hour.

Dip
16 cubes of sugar
one at a time, into
a little orange juice
and press a cube into top of each bun. Bake in a moderately hot oven, 375°, about 25 minutes.
Yield—16 buns.



Needs no
refrigeration

ONLY ONE TO A CUSTOMER



EACH RECIPE ON A SMARTLY PRINTED CARD

ALSO TEN INSTRUCTION BOOKLETS INCLUDED

Instructions for using kitchen tested recipes.

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Roasting.

And a handy little writing pad.

All in one handy compact filing cabinet.

Use this coupon or order by letter.

ALL FOR
\$1.00

Postage paid.
No C.O.D. Orders.
Money gladly refunded
if not entirely satisfied

PRAIRIE PUBLISHERS CO-OPERATIVE LIMITED,
1410 Scarth St., Regina, Sask.

Gentlemen:

Have enclosed one dollar (\$1.00), for which please send one "Gurney Kitchen Tested Recipe File" to the following address:

NAME

ADDRESS

ONLY ONE WILL BE MAILED TO ONE PERSON.

**TEACHERS' CONVENTION
OCTOBER 31, NOV. 1st**

Thursday and Friday, October 31 and November 1, will be holidays for students of over 900 teachers from the Calgary area. Teachers from Calgary Rural, Calgary Suburban, Drumheller, Foothills, Macleod, Mount Rundle, Olds, Three Hills, Turner Valley, Vulcan and Wheatland locals of the Alberta Teachers' Association will hold a two-day con-

vention in the Palliser hotel on these dates.

Feature speaker for the convention will be Mr. Otis A. Crosby of the Detroit Board of Education. Mr. M. O. Edwards of the Department of Education and Stanley Norris of the Faculty of Education will also address the convention. Mr. E. C. Ansley and Mr. R. L. McCall will represent the Alberta Teachers' Association.

School superintendents, E. H. Bliss, W. R. Dean, G. F. Hollinshead, M. Holman, S. W. Hooper, W. S. Korek, J. C. Jensen, C. M. Lavery, A. L. Schrag and G. L. Wilson, and high school inspectors L. B. Johnson and L. W. Kunelius will attend the convention as consultants.

The major part of the convention will be taken up with panels and discussions on the theme, Individual Differences.

Mr. E. T. Wiggins of Didsbury and H. Gray of Claresholm are in charge of arrangements.

**CO-OPS AND FARM UNION
BACK LEADERSHIP
TRAINING OCT. 28—NOV. 9**

The eighth annual Short Course in Leadership Techniques will be held at the Banff School of Fine Arts October 28 to November 9. The Alberta Wheat Pool, Farmers' Union of Alberta, United Grain Growers and the United Farmers

of Alberta Co-op all join with the University of Alberta's Department of Extension in sponsoring this course and giving it the necessary financial support. Instructional staff is also provided from all these bodies.

A carefully selected group of young farm men and women limited to 40 in number and mostly between 25 and 35 years of age are invited to take part in this strenuous two-week course. The group this year were chosen from some 70 candidates interviewed and endorsed by representatives of the sponsors. Each holds one or more responsible positions in local community organizations.

The intention is to endue and train these students so that they will add to their already considerable abilities. Thus each will in turn be a help to his or her community and its affairs. Public speaking and the conduct of meetings is featured. Every student has opportunity to take an active part and receives constructive advice. Planning a club's programs, fitting in imaginative and suitable recreation, the various do's and don'ts that go to affect successful democratic organizations are all studied and practised. Publicity is discussed as is the matter of pub-

lic relations. Administration and an understanding of the objects, policies and organization of every society or movement is considered. Role playing and panel discussions enable students to gain exper-

ience during many sessions.

Featured during the course are a number of lectures by prominent figures in public life. Senator Donald Cameron will speak on UNESCO. Dr. Dwight Palmer, Management



An annual grant of \$1,000 is provided by the Alberta Government to the Provincial Handicraft Board for the purpose of furthering the training of Albertans who show unusual promise in handicraft arts. Mrs. A. W. Douglas of Edmonton, chairman of the board, is shown receiving the \$1,000 cheque from R. R. Moore, Deputy Minister of the Dept. of Economic Affairs. Looking on are W. H. Kaasa, co-ordinator of Cultural Activities for the Dept., and Miss Frances Archibald, the Dept.'s supervisor of handicrafts and visual arts.

**where the
income dollar goes**

In supplying hundreds of different oil products to Canadian consumers from coast to coast, Imperial last year took in a large number of dollars. What happened to a typical dollar?



Well, nearly 56 cents went to buy raw materials—notably crude oil—and for freight, a big item in a big country.



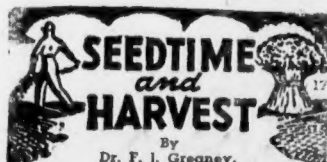
More than 26 cents went for operating and administrative costs, including wages and salaries, and for depreciation. Ten cents of each dollar went to various governments in taxes (this does not include the provincial gasoline tax.)



Half of what was left—or about 4 cents—was put back into the company's operations. The other half was divided among Imperial's 44,000 shareholders, whose investment makes possible the company's existence.



IMPERIAL OIL LIMITED



By
Dr. F. J. Greaney,
Director,
Line Elevators Farm Service,
Winnipeg, Manitoba.
Sponsored by the following companies:
Federal, Pioneer, Alberta Pacific, Canadian
Consolidated, Peterson, McCabe, Parrish &
Heimbecker, Inter-Ocean, Ellison Milling
and Quaker Oats.

**COUNTRY FAIRS ARE
IMPORTANT**

Agricultural fairs are as old as recorded history. For centuries, the fair or festival was one of the great business and social events of the year for country people. In the rural communities of Western Canada the fair is still an event of outstanding importance.

A Vital Activity. The country fair performs functions that no other rural activity is able to do. Besides providing amusement and relaxation, a day at the fair provides farmers with a pleasant opportunity to meet their neighbours and local leaders, and to find out what is new in agriculture. Above all, it provides the ideal place for the people of the surrounding district to display the best produce of the farm and home. In short, country fairs stimulate "pride in achievement," and a desire for community advancement.

Today, unfortunately, local Fair Boards and Agricultural Societies are finding it difficult to maintain "the fair" as a vital feature of community life. They need, deserve, and should receive the fullest possible support of every farm family. Let's keep our agricultural fairs going! Make a real effort this year to attend your own local fair.

A New Mobile Service. To replace its well-known "Agricultural Show on Wheels," the Line Elevators Farm Service is pleased to announce the introduction of a new type of agricultural service—a complete mobile sound and public address unit. The unit consists of an attractive station wagon equipped with three directional speakers, a high amplifier, turn table and tape recorder. It can therefore be used to provide band music for fair and 4-H Club parades, or as a public address system, either stationary or mobile. This new mobile sound unit will be made available without charge, to Fair Board, Agricultural Societies, and 4-H Club officials throughout the Prairie Provinces. We feel sure it will fill an important need and perform a most useful service at many agricultural events in Western Canada.

**Alarm in
the Night**

When the dread scourge of fire strikes your home or business, it could mean tragedy. Fortunately in most communities, there is a group of men who are trained in the profession of protecting your life and property. Often without remuneration, they risk their own safety on your behalf. It is public service such as this, above and beyond the call of duty, that makes this country a better place in which to live.

Your utility company also stands ready to give you service. Its members are often members of the volunteer fire brigade. Its employees are your friends, part of your community, willing and anxious to help in time of need. The policies of the company itself are dedicated to the welfare and progress of your community.



**CANADIAN UTILITIES
LIMITED**